

THE TORRANCE HERALD
TORRANCE, CALIFORNIA

"TORRANCE MEANS BUSINESS"

"The Modern Industrial City" and "America's First Great
Industrial Garden City"—10,000 in 1925

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OFFICIAL PAPER OF THE CITY OF TORRANCE

A Home Paper By Home People For Home People
THE "ALL HOME NEWS" PAPER

C. P. ROBERTS.....Owner

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ECONOMY vs. WINE AND BEER

Friend W. Richardson will be elected over the demo-
cratic candidate, Mr. Woolwine, by a majority so great that
there will be no necessity to sit up for returns.

To begin with, the slogan "Economy" is far stronger
than "Wine and Beer" and this, other things much to the
advantage of Mr. Richardson not being necessary to con-
sider, is sufficient to give him the victory hands down. The
people of California want "economy"—the solid, substantial
citizenship whose thirst is not the most important thing in
their lives—and they do not want "wine and beer." Mr.
Richardson is a psychologist—Mr. Woolwine is a poor poli-
tician and a bum guesser.

SUPPORT OF CHAMBER OF COMMERCE
IS GREAT CIVIC INVESTMENT

The rate of progress of modern cities is determined less
by natural advantages than by the enthusiasm of their com-
munity spirit. A city without that spirit may be the geo-
graphical center of a rich commercial empire, may be favored
with a perfect climate and ideally beautiful surroundings, yet
it may do no more than creep and crawl along. It may
never fall behind, except in the competitive race, but it will
never forge ahead and may easily be overtaken by a rival
laboring under natural disadvantages.

With the community spirit focused in an efficient or-
ganization, a city may grow until it reaches out into the coun-
try, often turning the barren rock and sandy desert into the
beautiful gardens of its residence areas.

Whenever there is progress there is community orga-
nization, and "the experience of countless American cities
has demonstrated over a period of years that the most ef-
fective vehicle for the expression of civic unity is through a
representative organization expressing the community's
ideals, and whose membership furnishes a complete cross-
section of every group interest."

Study the census of the United States, pick out the cen-
ters that have grown most rapidly and invariably you will
find that progress has been most marked where the people
have been well united and of one mind as to the advance-
ment of their city.

Mere size may not be everything is estimating the value
of a city either to the citizens themselves or the nation as a
whole, but size is the measure of possible power for all
things. There are other things than a large population and
great wealth to be taken into account. Numerical and finan-
cial strength should not be the sole ideal, but if we build well
it is all the better that there be a larger number to share the
blessings of our development, for with more people and more
wealth we may do bigger and even better things.

Both are to be had if we are prepared to work for them
in the right way, and one of the best ways is to increase the
membership of the Chamber of Commerce. By making that
body representative of every interest, small or great, we can
enormously increase its power for civic development and
expansion. Hitherto many have regarded it as a purely busi-
ness men's organization, but as its functions include the
business of the city's progress it is the business of everybody
to belong to it and to help in its work.

No matter how small your business enterprise may be, it
is big enough to warrant your joining the Chamber of Com-
merce, and if all business men are members the chamber will
be able to do more work and make more business for all.

Join now and having joined persuade your neighbor to
join.

ADVISES THE RETAILER

Now and then we run across a business man who can't
see wherein a liberal use of printer's ink will bring him more
business. As stubborn as he always is in his argument we
still believe he will be interested in a statement made last
week by G. R. Schaeffer, of the great department store of
Marshall Field & Co., Chicago. Schaeffer said:

"Good advertising is printed salesmanship. It costs
money—but figured per prospect it is dirt cheap. Adver-
tising should not be used as a medicine—it should be used
as a food. It will not necessarily cure a sick business. It
will not permanently offset poor merchandise or poor ser-
vice. It will not build confidence and prestige unless it is
founded on dependability in your goods and integrity in your
business methods. Advertising is the printed representative
of your business, the projected personality of your business.
It should represent you just as faithfully and just as effi-
ciently as a star salesman. It should tell the story of your
merchandise accurately and enthusiastically.

"We are strong believers in advertising, and the bulk of
it goes into newspapers. We have tried every kind of hon-
est advertising—and never yet have found anything to equal
newspaper advertising."

For Quick Results list your Want Ads. in The
Herald and News Letter Want Ad. Columns.

THE OFFICIAL ARGUMENT IN
FAVOR OF THE WRIGHT LAW

(Proposition No. 2)

This law, commonly called the
"Wright Act," was passed by the
Legislature, signed by the Gov-
ernor, and referred by the liquor
interests (The California Grape Pro-
tective Association.)

Why a State Law is Necessary

The Constitution requires such
a law. The United States Supreme
Court says: "It was sought by the
second section (of the Eighteenth
Amendment) to unite national and
State administrative agencies to
give effect to the amendment." "Forty-six states have complied with
this requirement of the Constitu-
tion, including such wet states as
New Jersey and Rhode Island. No
State officer or Court of California
now has power to enforce a Fed-
eral law."

Since the United States Constitu-
tion requires such an Act, and since
all of the States but two have
adopted such laws, the only objec-
tion that opponents can make to it
is not to the purpose but to the
form of the Act. That objection
was raised two years ago to the
"Harris Act" by the California
Grape Protective Association
(which referred both Acts) as
follows:

"If a state law is needed let a
new one be drafted by the 1921
Legislature—one that will not con-
flict with the Federal law, and
will give the people of California
wine and beer if Congress decides
to exempt them from the prohibi-
tion law."

This Act (the Wright Act)
squarely meets the objection to
the Harris Act. Opponents cannot
now object to this new Act; they
asked for it two years ago.

What This Act Does

It will help stamp out bootleg-
ging.

It makes the law of the United
States the law of California.

It prohibits nothing not al-
ready prohibited by national law.

It permits everything permitted
by the national law.

It declares that the people of
California are supporting the Con-
stitution of the United States.

It directs all the officers of the
state and counties of California to
enforce the law against boot-
legging.

It does not add a single new of-
ficer or create a single additional
salary.

It permits the counties of Califor-
nia to close the lines now going
to the Federal Government.

The Supreme Issue

A fundamental law regulating
conduct, passed by two-
thirds of the National Legislature;
ratified by three-fourths of the
state Legislatures; approved by
the Supreme Court of the United
States, and at present enforced by
forty-six states, is here for enforce-
ment by the people of California.

Shall the citizens of California
act with her sister states for law
enforcement, or shall they vote for
disrespect and violation of law? Are
the citizens of California law break-
ers or law observers? Shall we
teach our children and newly made
citizens that there are some laws to
be observed and enforced, and others
to be flouted and broken? Have
the Constitution of the United
States and the decisions of the Su-
preme Court no longer any mean-
ing in California?

This law is the patriotic ex-
pression of California for law en-
forcement under the Constitution.
It is California's pledge of allegi-
ance to the highest ideals of Ameri-
can citizenship.

VOTE YES.

VOTE YES No. 22

AMENDMENT

This will enable the
Legislature to provide
a law for absent voting
because of business or
occupation which nec-
essitates any voter
being absent from his
home precinct on elec-
tion day.

VOTE YES NO. 22

Big Eaters Get
Kidney Trouble

Take Salts at first sign of
Bladder Irritation or
Backache.

The American men and women must
guard constantly against kidney trouble,
because we eat often too much red meat
and all our food is rich. Our blood is
filled with uric acid which the kidneys
strive to filter out; they weaken from
overwork, become sluggish, the elimina-
tive tissues clog and the result is kidney
trouble, bladder weakness and a general
decline in health.

When your kidneys feel like lumps of
lead; your back hurts or the urine is
cloudy, full of sediment, or you are
obliged to seek relief two or three times
during the night; if you suffer with sick
headache, or dizzy, nervous spells, acid
stomach, or if you have rheumatism
when the weather is bad, get from your
pharmacist about four ounces of Jad
Salts; take a tablespoonful in a glass
of water before breakfast for a few
days and your kidneys may then get
fine. This famous salts is made from the
acid of grapes and lemon juice, com-
bined with lithia, and has been used for
generations to flush and stimulate
clogged kidneys; to neutralize the acids
in the urine so it no longer is a source
of irritation, thus often ending bladder
disorders.

Jad Salts is inexpensive; can not in-
jure; makes a delightful effervescent
lithia water beverage and belongs in
every home, because nobody can make
a mistake by having a good kidney
flushing any time.

NOTICE OF SALE OF REAL ES-
TATE UNDER EXECUTION

Constable's Sale No. 296.

Ole Pederson, plaintiff, vs. Charles
Kohler, defendant.

By virtue of an execution issued
out of the justice's court of Lomita
township, of the County of Los An-
geles, State of California, wherein
Ole Pederson, plaintiff, and Charles
Kohler, defendant, upon a judgment
1921, for the sum of Two Hundred
(\$200.00) Dollars lawful money of
the United States, besides costs and
interest, I have levied upon all the
right, title, claim and interest of
said defendant Charles Kohler of, in
and to the following described real
estate, situate in the County of Los
Angeles, State of California, and
bounded and described as follows:

Lots 10 and 11, block 79, tract
2820, sheet No. 3, as per map re-
corded in Book 30, pages 54, et seq.,
of Maps, in the office of the County
Recorder of Los Angeles County,
State of California.

Public notice is hereby given, that
I will on Wednesday the 8th day of
Nov. A. D. 1922, at 11:00 o'clock
a. m. of that day, in front of the
Justices Court, Lomita Township,
No. 2902 Weston street, Lomita,
County of Los Angeles, sell at public
auction, for cash lawful money
of the United States, all the right,
title, claim and interest of said de-
fendant Charles Kohler of, in and
to the above described property, or
so much thereof as may be neces-
sary to raise sufficient to satisfy
said Judgment, with interest and
costs, etc., to the highest and best
bidder.

Dated this 10th day of Oct. 1922.

E. VORIS

Constable of Lomita Township, of
Los Angeles County.

WM. T. McNEELY, plaintiff's at-
torney.

NOTICE OF ASSESSMENT

Narbonne Ranch Water Company
No. 5, Lomita, County of Los An-
geles, California.

Notice is hereby given that at a
meeting of the directors of said cor-
poration, held on the 9th day of
Oct., 1922, an assessment of Three
(\$3.00) Dollars per share was levied
upon the capital stock of said cor-
poration, payable immediately to the
secretary of this Corporation, at the
office of the Company, viz: Pump
House of said Company, at Lomita,
Los Angeles County, California. Any
stock upon which this assessment
shall remain unpaid on the 9th day
of Nov. 1922, will be delinquent
and advertised for sale at public
auction and unless payment is made
before will be sold on 11th day of
Dec., 1922, at 12 o'clock noon, to
pay the delinquent assessment, to-
gether with costs of advertising and
expenses of sale.

A. F. WELTON, Secretary

Pub. Oct. 13, 20, 27, Nov. 3, 1922

CHIROPRACTIC
VOTE YES No. 16

22 States have established separate Chiro-
practic Examining Boards. Why Not Cali-
fornia?

Chiropractors ask for a Square Deal only.

The Attorney-General has summarized the proposed measure as follows:	
CHIROPRACTIC. Initiative Act. Creates Board of Chiropractic Examiners, appointed by Governor and paid from receipts under act; prescribes powers and duties thereof; prohibits practice of chiropractic without license therefrom, authorizing issuance thereof to certain chiropractic graduates and establishing prerequisites of study and other conditions to such issuance; provides for revocation of such licenses; declares chiropractic practitioners shall observe and be subject to all state and municipal regulations relating to all matters pertaining to public health, shall sign death certificates and make reports as required by law; prescribes penalties and repeals conflicting legislation.	YES X
	No

To Carry the Chiro-
practic Bill Vote YES

REDONDO BEACH
"Cooler in Summer ~ Warmer in Winter"



Largest Warm Salt Plunge
In the World
FILTERED SEA WATER—
PURE AND SPARKLING
Open daily 10:00 a. m. to 10:00
p. m.; Sunday, 8:00 a. m. to
6:00 p. m. Let our Instructor
teach you to swim and dive.
Thursday—Bargain Night—
Ladies 25c After 6:00 p. m.
Dancing
Tuesday, Thursday, Saturday
and Sunday evenings and Sun-
day afternoons. Dancing les-
sons by appointment.
Best Beach for Pier and Deep
Sea Fishing
SUNDAY BAND CONCERTS

REMOVE THE SHADOW



Friend W. Richardson, Republican nominee for Governor, has promised to remove the shadow of Ex-
travagance which now hovers over the state and substitute a business-like administration.